

Press Release

Digital Enabler GmbH
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Digital Enabler hosts 'Icebreaker Session' at IoT World, Berlin, on September 18

„It's not about IoT, it's about business“

„There is data indicating that in Germany more money is spent on developing the Internet of Things (IoT) than is being earned in the same period of time. Aren't we making something wrong in development then?“ asks Dr. Alexander Grohmann of Digital Enabler GmbH. This startup company is entering the Industrial IoT market via a 'somewhat different' approach – with visible success. On the evening before the official opening of 'Industry of Things World 2016` Dr. Alexander Grohmann und Michael Jungmann, both Managing Partners of Digital Enabler, will explain this approach to attendees.

As opposed to the recent discussion about how to monetize existing IoT-solutions, Digital Enabler is approaching the market differently. The company recently founded by three experienced professionals sees digitization and the Internet of Things merely as tools – so to say as enablers – for businesses to operate successfully in the market – today and tomorrow.

Dr. Alexander Grohmann explains: „For us, digitization is not an end in itself. We ask how digital transformation can help companies enforce and expand their key competences in order to thus generate maximum customer benefit in the market field. Therefore we have a holistic view on digitization in our customer's companies – analyzing customer benefit, development expenditure and profitability. Through this approach digitization projects and IoT solutions normally pay off within two years. We already could show this in our projects with Liebherr, Kärcher and Trumpf. Our project ‚Kärcher Fleet‘, for example, was even awarded the Digital Enabler Award 2016.“

On the evening before the opening of ‚Industry of Things World‘ in Berlin, Dr. Alexander Grohmann and his colleague Michael Jungmann will host an ‚Icebreaker‘ session titled ‚It's not about IoT, it's about business‘. During this session they will explain and discuss their consulting approach with interested professionals. The international congress ‚Industry of Things World‘ calls itself Europe's leading event for Industry IoT (IoT). It will take place September 19 -20, 2016 in the bcc Berlin Congress Center. Digital Enabler GmbH is also exhibiting.

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So called Icebreaker sessions are taking place on September 18 from 20:00 at the Panorama37 Bar, on the 37th floor of the ParkInn Hotel Berlin. You can find the congress agenda on <http://industryofthingsworld.com/en/agenda/>.

For press registration please contact the organizing agency we connect:
Elise Orhan, Tel. +49 30 5210 703-84, Mail: elise.orhan@you-conect.com.

About Digital Enabler GmbH

Digital Enabler is a product independent consulting firm and describes itself as enabler for rapid and consistent digital transformation of companies. Key interest is to foster valuable and profitable IoT solutions and thus enhancing customer key competences. All this is happening on the basis of a strong partnership and intense cooperation with the customer, along with a deep understanding of related people, processes and markets. In its role as general contractor, Digital Enabler controls and provides support for the entire project: from the beginning of the innovation process, requirement specification and project implementation to rollout, operation, support and service. Digital Enabler's performance portfolio and consulting and implementation expertise comprises digitization projects, IoT and software solutions, intelligent self-organizing production, innovative products, intelligent processes, revenue-generating services, new organizational structures and successful business models. In order to cover the whole range, Digital Enabler taps into a wide and trustful network of big expert teams.

Digital Enabler GmbH has been founded in January 2016 by Dr. Alexander Grohmann, Dipl.-Inf. Michael Jungmann und Dipl.-Ing. Roman Wambacher. But this young company is far more than a start-up: In the past ten years its three founders have developed – in their former positions – highly successful and widely acclaimed IoT solutions for renowned brands such as Kärcher, Liebherr und Trumpf. 'Leading transformation' therefore is not just a catchphrase but the company's guiding principle. Corporate headquarters are in Aurach near Salzburg, Austria, right in the middle of Europe.

Further information about Digital Enabler GmbH can be found here:
<http://digital-enabler.com>.

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Pictures of Managing Partners at Digital Enabler are for free use and are found here:
<http://digital-enabler.com/presse>.

Latest news on projects, congresses, speeches and other events will be published in our
blog: <http://digital-enabler.com/blog/>.

We are looking forward to see you at IoT World (September 19 - 20) as well as at the
Icebreaker session (September 18). If you would like to schedule an interview, please
contact: presse@digital-enabler.com

Dr. Alexander Grohmann, Managing Partner of Digital Enabler GmbH will answer your
questions.

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English press releases: <http://digital-enabler.com/en/press/>